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# DAHLIA

PRICE LIST



"JEWEL OF INDIA"

SAMUEL NEWSOM  
DAHLIA FARM

Napa, California

1933

RECEIVED  
DEC 20 1932

## General List of Dahlias

|  |        |
|--|--------|
| AVIS COWDRAY (F.D.)—A pure white with every good feature. Fine stems .....   | \$2.00 |
| ALBERT H. VESTAL (I.D.)—Large flower of old rose and amber .....   | .75    |
| AMBASSADOR (C.)—Soft yellow and buff, shaded salmon pink .....   | .50    |
| BACCHANALE (S.C.)—Brightest combinations of reddish scarlet and gold. A striking, medium sized cut flower. New .....   | 1.00   |
| BALLATELLA (I.D.)—A most unusual blending of apricot and pale orange. Fine form all season .....   | 1.00   |
| BETHEL'S BEAUTY (I.D.)—Huge flowers of deepest lavender and great depth. Fine stem .....   | .75    |
| BING (I.D.)—Fine cherry red, large and distinctive. Strong stems .....   | 2.00   |
| BROCKTON BEAUTY (F.D.)—Large, everblooming pinkish lavender, white at the center .....   | .50    |
| CALIZONA (F.D.)—Extremely handsome flowers of deep rich yellow, with broad ribbon-like petals. Splendid stems .....  | .50    |
| CARO NOME (Newsom) (I.D.)—Rich rosy pink, suffused lilac. The flowers are large, of great depth, with wonderful stems. New and most attractive .....   | 5.00   |
| CHAS. G. REED (I.D.)—A great prize winner with size, vigor, and stem. Color is rich red, suffused with purple. Outstanding .....   | 4.00   |
| C. M. STEGMAN (C.)—A new large cactus variety, tall growing, of dark red and garnet colorings. Good form all season .....  | 2.50   |
| CLAIRE WINDSOR (S.C.)—The best pure white semi-cactus, with size, perfect stems, and vigorous growth .....   | .50    |
| COPPER CHIEF (I.D.)—A large flower of rich bronzy copper with reddish copper reverse .....   | .75    |
| COQUETTE (I.D.)—Huge bloom of scarlet and gold. Large size, and depth. A great favorite ...  | 1.00   |
| DAILY MAIL (I.D.)—The English dahlia that has made a sensation. Clear pale amber, of great size and perfect formation. ....  | 2.50   |
| DANCING SULTANA (Newsom) (S.C.)—A glorious new flower of bright, oriental lacquer red, with a golden gleam in the sunlight. Petals are artistically curled and twisted. Blooms are large, of perfect formation, and carried on strong straight stems ..... | 5.00   |
| DR. JOHN CARMAN (F.D.)—Huge blooms of Tyrian rose and silver, fine for garden and cutting. Perfect stems .....   | 1.00   |
| D. W. HART (I.D.)—Deep orange or copper, shading to henna brown. Wonderful stem, keeps well, and blooms heavily .....  | 1.50   |
| DORIS CANNEY (I.D.)—A strong growing variety with blossoms of deep, rich gold. Petals are artistically curled. Stems are fine .....  | .50    |

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|   |      |
|---|------|
| <b>DWIGHT W. MORROW</b> (I.D.)—Gigantic, deep crimson red. The flowers look like huge roses, as this color is so beautiful. Stems are of the best, and the flowers do not fade in the sun .....   | 5.00 |
| <b>EDITH BERYL</b> (I.D.)—Novel shadings of yellow and pink. The pink is on the reverse of the petals, and, as they twist, it blends with the yellow face of the flower. Fine habits .....  | .50  |
| <b>E. T. BEDFORD</b> (I.D.)—One of our favorites. Largest sized blooms of deep purple with silver shadings. Fine for exhibitions .....  | .50  |
| <b>ELITE GLORY</b> (F.D.)—Massive blooms of radiant bright red, held erect on cane-like stems. Always a prize winner .....  | .50  |
| <b>ELIZABETH CARTERET</b> (I.D.)—Striking dahlia of a bright cerise color, with silver reverse. Strong stems .....  | 1.50 |
| <b>ELLINOR VANDERVEER</b> (F.D.)—The most popular orchid pink dahlia .....  | .35  |
| <b>FAITH GARIBALDI</b> (F.D.)—Lavender, with pink overcast. Always popular .....  | .50  |
| <b>FRANCESCA</b> (I.D.)—Beautiful large flowers of old rose and gold. Fine stems .....  | .75  |
| <b>FRASQUITA</b> (I.D.) (Newsom)—A new variety of deepest American beauty shades. Flowers are very large, of perfect habits, with cane-like stems. Blooms profusely, and maintains its size all season .....  | 3.50 |
| <b>FRED PATTERSON</b> (I.D.)—An exquisite variety with fern-like foliage. Flowers are large and perfect, of pale lilac and lavender .....   | 1.00 |
| <b>GABRIEL</b> (I.D.)—Huge and spectacular. Watermelon red, with fine habits .....  | 4.00 |
| <b>GRAF ZEPPELIN</b> (F.D.)—Pure white, of fine size and perfect formation .....  | 2.00 |
| <b>HABANERA</b> (F.D.) (Newsom)—A new, deep, velvety, true red dahlia, that does not fade in the sun. The flowers are very large, and the stems excellent. Bushes are strong growing .....  | 3.50 |
| <b>HARRIET THOMPSON</b> (I.D.)—An outstanding Western origination of great size. Brilliant orange buff and orient red. Tall grower .....  | .75  |
| <b>HATHOR</b> (F.D.)—Most popular. Vivid flame, crimson, and amber. Stiff stems .....   | .50  |
| <b>HAWAIIAN NIGHTS</b> (I.D.)—Immense. Intense. scarlet with orange suffusion .....   | 2.00 |
| <b>JANE COWL</b> (I.D.)—Needs no introduction. The finest gold dahlia, it should be in every garden .....   | .50  |
| <b>JEWEL OF INDIA</b> (I.D.) (Newsom)—A huge, fluffy dahlia of great depth, in the "largest dahlia" class, of richest, glowing garnet, suffused maroon. Bush is tall and vigorous and stems are perfect. One of the most beautiful in our entire collection ..... | 7.50 |
| <b>JIM MOORE</b> (I.D.)—Extremely sturdy and dependable. Primrose yellow shading to gold, with tints of salmon. Fine stems .....  | 2.00 |

## General List of Dahlias

|  |      |
|--|------|
| <b>JOVE</b> (I.D.)—A large, bronze pink variety, with robust habit and fine stems. ....  | .50  |
| <b>JULLINAR</b> (F.D.) (Newsom)—The loveliest shade of pastel lavender, blended with pink. Great long, perfect stems, and huge flowers. Has done well in all climates .....  | 5.00 |
| <b>KATHLEEN NORRIS</b> (I.D.)—A great prize winner. True pink, of huge size and depth, with fine stems. Bushes vigorous and medium tall .....  | 2.00 |
| <b>KING MIDAS</b> (I.D.)—A Roll of Honor Dahlia, ranking with the best. Gorgeous pure, golden yellow, with perfect stems and immense size .....  | 1.50 |
| <b>LAVENDER PRINCESS</b> (F.D.)— (Newsom)—Most charming pure and delicate lavender, without a touch of any other color. The blossoms are large, very fluffy, and spherical, carried on extra long perfect stems. Everyone likes this dahlia ...  | 5.00 |
| <b>LOLA</b> (F.D.) (Newsom)—Extra large flowers of deepest orchid, overlaid with a reddish cast. Petals are broad, and twisted and curled like ribbons. Medium tall in growth, with husky cane-like stems .....  | 5.00 |
| <b>MARIAN BROOMALL</b> (C.)—Exquisite pure pink, tinting to white. Stems best ever .....   | .50  |
| <b>MARMION</b> (I.D.)—Largest blooms of pure golden yellow. Most popular .....   | .50  |
| <b>META SCAMMEL</b> (S.C.)—Huge, artistically formed blossoms of orchid pink. Always in bloom. Fine for the garden and for cutting .....   | .75  |
| <b>MERCEDES</b> (I.D.) (Newsom)—New. Very large deep lavender blossoms, of fine form and depth. The bushes are medium tall, and bloom all season. Stems are straight and strong. Keeps its size throughout the entire summer .....   | 3.50 |
| <b>MINNIE EASTMAN</b> (S.C.)—Large flowers of deep red and gold—most attractive. A prolific bloomer with stems stiff as canes .....  | 1.00 |
| <b>MISSION BELL</b> (I.D.)—Immense blooms of pink majenta shading to pale yellow. Fine form and stems .....  | 1.00 |
| <b>MONMOUTH CHAMPION</b> (I.D.)—A brilliant orange flame colored dahlia of great size. A great prize winner. Stems perfect .....   | 2.50 |
| <b>MRS. ALFRED B. SEAL</b> (I.D.)—The finest pure old rose dahlia. Huge flowers held proudly erect above a tall vigorous bush. A great prize winner .....  | 2.50 |
| <b>MRS. R. B. HAMILTON</b> (S. C.)—A new fine tall white that will be most popular when better known. Has every good habit, and exceptionally strong stems .....   | 2.50 |
| <b>NANKING YELLOW</b> (S.C.) (Newsom)—The most beautiful clear, light creamy yellow semi-cactus we have ever grown. Huge flowers of great depth and substance, and perfect formation. Blooms the entire season. Nanking Yellow does best if not over watered, as, if the plants are too soft, the stems sometimes snap at the first joint, due to the weight of the immense blossoms ..... | 7.50 |

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|  |      |
|--|------|
| <b>NEW GLORY</b> (S.C.)—Strikingly handsome. The deepest shade of red with each petal boldly tipped white. Fine stems and tall bushes .....  | .75  |
| <b>NORRINE NEWSOM</b> (I.D.) (Newsom)—A new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long straight stems and of perfect form. With practically no disbudding, this dahlia will supply cut flowers of good size the entire season. ....           | 2.50 |
| <b>NOVA</b> (F. D.)—Different. The coloring is pure bright rose, and the formation is always perfect. Large size, and always in bloom. ....  | 2.50 |
| <b>ORIENTALE</b> (I.D.) (Newsom)—Very tall and colorful. Huge rich blooms of glowing orange and amber, on long, perfect stems. A prize winner .....  | 3.50 |
| <b>PANSY G. WHITE</b> (S.C.)—Large bold flowers of creamy yellow. Fine stems. ....   | 2.00 |
| <b>PARADISE</b> (S.C.)—A huge variety of creamy old rose and gold. Excellent stems .....   | .50  |
| <b>PENN CHARTER</b> (F.D.)—Large deep blooms of golden yellow and apricot. Good for exhibition ...   | 2.00 |
| <b>PRIDE OF FORT MORGAN</b> (F.D.)—Another popular variety. Very sturdy tall bushes just covered with large deep red blooms. All good habits .....   | .50  |
| <b>PRINCE OF PERSIA</b> (I.D.) (Newsom)—Our finest red dahlia. Immense flowers of the deepest most iridescent rich glowing crimson. Tall bush with long perfect stems. Most successful in winning prizes .....   | 7.50 |
| <b>QUEEN OF THE GARDEN BEAUTIFUL</b> (I.D.) —The largest primrose yellow decorative. All good habits, and blooms profusely, maintaining its size .....   | .50  |
| <b>RADIANT SUN</b> (S.C.) (Newsom)—Quite out of the ordinary. Extra tall and vigorous. The large blossoms are of pale amber, shading to true canary yellow at center. Each petal is outlined with a pencil line of deeper color. Stems are perfect, and extra long. A fine new variety ..... | 5.00 |
| <b>REGAL</b> (F.D.)—A Decorative of great size and beauty. Color is bronze, suffused old rose and gold. Very vigorous, with fine stems .....   | 2.00 |
| <b>ROBERT TREAT</b> (F.D.)—An old favorite. Large flowers of American Beauty shades .....  | .35  |
| <b>ROSE ASH</b> (I.D.) (Newsom)—The most exquisite blending of soft, pale ashes of roses and deeper shadings. Always in bloom, with strong bushes just covered with large perfectly shaped flowers, carried on fine straight stems. Something different .....                                | 5.00 |
| <b>ROSY DAWN</b> (I.D.)—Always popular. Artistically formed flowers of delicate blush pink, shading to white. Never burns or fades. Extra long stiff stems .....   | 1.50 |

## General List of Dahlias

|   |      |
|---|------|
| <b>RUTH BURNS</b> (C.)—Large flowers of amber, tinged pink. A good exhibition variety .....   | 1.00 |
| <b>SAGAMORE</b> (F.D.)—Medium sized flower of pure gold. Fine stems .....   | .35  |
| <b>SANHICAN'S QUEEN</b> (F. D.)—Exceptionally beautiful. Lovely blossoms of pure rich apricot and coral. Every good habit .....   | 1.00 |
| <b>SEAL'S CALIFORNIAN</b> (I.D.)—One of the most popular. Pale gold shading to bronze and pink. Best of stems .....   | .75  |
| <b>SHAHRAZAD</b> (I.D.) (Newsom)—Our outstanding deep pink introduction. Has done well everywhere. Bloom of huge size, carried on absolutely stiff stems, resembles a deep pink Jane Cowl. Very vigorous .....                                  | 7.50 |
| <b>SERENADE</b> (F.D.) (Newsom)—The most beautiful shade of lavender, heavily suffused and shaded with pink. Flowers, while not huge, are just the right size for cutting, and the bush is always in bloom. Stems, of course, are excellent ... | 2.50 |
| <b>SILVERADO</b> (C.)—A cactus of rare beauty. Immense blooms of pure white, overlaid silvery lavender. Every good habit .....  | .50  |
| <b>SILVIO</b> (S.C.)—Deep golden amber, a most beautiful cut flower variety. ....   | 1.00 |
| <b>SINDBAD OF THE SEA</b> (F.D.) (Newsom)—Another very popular variety. Huge size, fine stems and perfect form. Color is vivid scarlet. One of the very best, both for garden and exhibition .....  | 5.00 |
| <b>SUPREME GLORY</b> (F.D.)—Largest blossoms of pure golden color, with deeper suffusion on reverse of petals. Highly recommended .....   | 2.50 |
| <b>TEHACHEPI</b> (S.C.)—Showy variety of bright canary yellow. Stiff stems .....  | .35  |
| <b>THE WORLD</b> (F. D.)—Most unusual. Deep rosy magenta overlaid garnet, with silver shadings on edges of petals. Fine in every way. ....  | 1.50 |
| <b>THOMAS A. EDISON</b> (F.D.)—Gorgeous royal purple with a velvety sheen. One of the best with every good trait .....  | 2.50 |
| <b>VALENTINO</b> (I.D.)—A most attractive dahlia. True salmon pink shading to cream at center. Good long stiff stems .....  | 1.00 |
| <b>W H T</b> (F.D.)—Rich old rose with mauve shadings—rather unusual. A tall robust grower with strong stems .....  | 2.50 |
| <b>YANKEE KING</b> (F.D.)—More popular each season, because of its fiery autumn-tinted blooms. All shades of gold, rose, and amber, blended. Tall and vigorous with extra long fine stems .....   | 1.00 |
| <b>YANKEE QUEEN</b> (F.D.)—Another good variety by the originator of Yankee King. The large flowers are a blending of white and beautiful pink. Stems are excellent .....   | 2.50 |



## General List of Dahlias

- YVONNE NEWSOM (I.D.) (Newsom)**—Largest sized blooms of rich garnet bourne on extra stiff, fine stems. The bush is very vigorous and is always covered with these most beautiful blossoms. Everyone liked this variety this past season, because of its large size, beauty, and dependability 5.00
- ZUNIGA (F.D.) (Newsom)**—Decidedly different. The flowers are huge, with many more petals than is usual, giving the effect of a large show dahlia, without the formality of that type. Color is chamois and light tan. One of the largest, with all good habits ..... 5.00

## MINIATURE DAHLIAS

- BUCKEYE, JR.**—Amber overlaid rose. Fine form .50
- CORONA**—Pure white, like little gardenias ..... .50
- DAYBREAK**—Pale gold and amber, fine for cutting .50
- ELIZABETH PAPE**—Miniature cactus, pale pink and white ..... .50
- GOOD LUCK**—Deep glowing amber ..... .50
- LITTLE JEWEL**—True pink and very beautiful ..... .50

## POMPON DAHLIAS

25c each

5 for 1.00

- AIMEE** Tiny Bronze flowers.
- BABY MARIE OSBORNE** Deep bright yellow
- BETTY MOORE** Pale amber with deeper center.
- CLARA HARSH** Yellow, tipped crimson.
- DEEDEE** Pure lavender.
- DARKEYE** Lavender with dark center.
- DIXIE** Very dark red.
- DONALD GORDON** Pure orange.
- ELIZABETH** Golden yellow edged red.
- GOLDIE** Deep gold.
- GOLDILOCKS** Pure pale gold.
- HAZEL** Buff, deepening to brown
- HOTTENTOT** A quilled red pompon.
- JOE FETTE.** The best white.
- JONKEER VON CITTERS** Yellow, tipped orange red
- JOHNNY** Deep red.
- LITTLE BEESWING** Golden yellow tipped cherry.
- LITTLE DAVID** Deepest orange.
- LITTLE JULIA** Red. Rather large.
- MARS** One of the best red pompons.
- PHYLLIS** Red, shading to yellow.
- ROSA WILMOTH** Pink. Fine for cutting.
- SAN TOY** White and pink.
- SUNBEAM** Crimson red.
- TOMMY KEITH** Deep red, tipped white.
- YELLOW GEM** Very best yellow.

## OUR BUSINESS POLICY

Our business was established, and is being built up on the solid foundation of absolute honesty and satisfaction. We guarantee all roots or seeds purchased from us to be exactly as represented, and if you are not entirely satisfied in every way, we will replace them, or refund your money. Dahlia orders are filled from strong, field grown, divided roots only, guaranteed to grow. We do not substitute unless requested, or late in the season, and then only with superior varieties to the ones ordered. Order early to prevent disappointment, as orders are reserved as they arrive.

Remittance must accompany each order. All orders are delivered, carefully packed, by parcel post. We pay postage on all orders of \$2.00 or over. Full directions for planting, growing, and exhibiting dahlias are enclosed with each order. Dahlia roots sent to cold climates before April first, will be packed against freezing, but sent at customer's risk.

**"Your Success is Our Aim"**

**Samuel Newsom**



## CALIFORNIA DAHLIA SEED

### We Offer the Following Packets

|  |        |
|--|--------|
| 100 seeds from our most famous prize winners ..... | \$5.00 |
| 100 seeds from famous seed parents .....           | \$2.50 |
| 100 seeds from a General Collection .....          | \$1.00 |
| 100 Pompon seeds .....                             | \$1.00 |
| 50 Miniature Dahlia seeds .....                    | \$1.00 |

Full directions for planting enclosed with the seeds.



## THE NEWSOM DAHLIA MANUAL

Not a large book, but a real practical guide to the better growing of dahlias. Subjects carefully and fully covered are as follows:

- Preparing the Dahlia Bed
- Planting and Fertilizing
- Care of Plants Before Blooming
- Preparing and Exhibiting Dahlias
- Designing Artistic Exhibits
- Fall Care of Dahlias
- Digging and Storage of Dahlias
- Winter Dahlia Work, including directions for dividing, etc.

Worth many times the small price asked. The NEWSOM DAHLIA MANUAL only 50c Prepaid.

# A FINE DAHLIA FOR YOU!

.. DON'T OVERLOOK THIS ..

WE are in search of New Names for our Mailing List, and Until Midnight, January 31, 1933, will present as a **Premium**, a root of our wonderful new 1933 Dahlia introduction "Rose Ash", value \$5.00, upon the receipt of this certificate, properly filled out and signed by you, and your order for Dahlias to the amount of three dollars or more. Your name will not be mentioned in our literature sent to your friends. **ACT AT ONCE**—The Supply of "Rose Ash" is limited!

**THIS OFFER WILL NOT BE RENEWED** \* **VOID AFTER JANUARY 31st, 1933**

Be sure all spaces on reverse are properly filled before mailing. Remittance must accompany this certificate.

NAPA

Samuel Newsom Dahlia Farm

CALIF.

Dear Mr. Newsom:

I honestly believe the following three persons are interested in Dahlias.

**1.** Name .....  
Street and No. .... City ..... State .....

**2.** Name .....  
Street and No. .... City ..... State .....

**3.** Name .....  
Street and No. .... City ..... State .....

The amount of remittance accompanying this certificate is \$.....

.....  
YOUR NAME HERE

(OVER)

ORDER BLANK

Samuel Newsom Dahlia Farm  
Napa, California

.....  
YOUR NAME, PLEASE PRINT

.....  
STREET AND NUMBER

.....  
CITY AND STATE

Dear Mr. Newsom:

Please reserve the following for me, to be  
delivered by..... 19.....

| Quantity | Name of Variety | Value |
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Total \$.....

Amount Enclosed \$.....

